

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 09468 240918Z
ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
-----071858 240924Z /20
R 240738Z JUN 77
FM AMEMBASSY TOKYO
TO USDOC USTS
INFO SECSTATE WASHDC 8911

UNCLAS TOKYO 9468

E.O. 11652: N/A
TAGS: ETRD
SUBJECT: JUMBO QUIZ TV MEDIA TOUR

SUMMARY: REQUESS ASSISTANCE FOR TV SHOW FILMING. END

JW-7-539. 1. WE ARE FINALIZING PLANS TO SUPPORT A MAJOR TELEVISION QUIZ SHOW THAT WILL TAKE FILM CREW AND LARGE GROUP OF CONTESTANTS TO GUAM, HAWAII AND ACROSS U.S. MAINLAND TO NEW YORK CITY. THIS WILL RESULT IN AN 85-MINUTE PRIME-TIME PROGRAM WITH AN AUDIENCE OF 10,200,000 VIEWERS FOR A VALUE OF USDOL\$615,00. A PRIME-TIME RETELECAST IS ALSO SCHEDULED AND IS EXPECTED TO REACH ANOTHER ESTIMATED 5 MILLION VIEWERS FOR ADDITIONAL VALUE OF USDOL\$277,000. USTS SUPPORT WILL CONSIST OF WAIVERS FOR FILM CREW PLUS SOME 1240 FUNDS.

2. OBJECT OF SHOW IS TO INTRODUCE GUAM, HAWAII AND USA MAINLAND ATTRACTIONS IN CONTEDT OF QUIZ SHOW THAT ACTUALLY TRAVELS TO THESE DESTINATIONS. A PUBLICITY CAMPAIGN IS NOW UNDERWAY TO SELECT CONTESTANTS FROM THROUGHOUT JAPAN. ABOUT 25,000 PERSONS ARE EXPECTED TO APPLY AND FROM THAT NUMBER 40 FINALISTS WILL BE SELECTED. THE 40 FINALISTS WILL FLY FROM TOKYO TO GUAM, WHERE AN ELIMINATION ROUND WILL BE HELD. LOSERS RETURN TO TOKYO. OTHER ELIMINATION
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PAGE 02 TOKYO 09468 240918Z

ROUNDS ARE SCHEDULED FOR HAWAII AND IN CITIES ACROSS U.S. MAINLAND, WITH TOP TWO CONTESTANTS ENDING UP FOR FINAL QUIZ IN NEW YORK CITY.

3. TOUR IS SCHEDULED FOR SEPTEMBER AND PRODUCER REQUESTS USTS SPECIAL ASSITANCE AS FOLLOWS: 1) RECOMMEND AN AUTHENTIC WORKING CATTLE RANCH NEAR DALLAS, TEXAS, WHERE

TV CREW CAN FILM HERDS OF CATTLE, OTHER RANCH SCENES ON
SEPT 15 OR 16. 2) ARRANGE FOR MAYOR OF NEW YORK TO
PRESENT A KEY TO CITY OR OTHER SPECIAL AWARD ON SEPT
22 TO TOP WINNER AFTER FINAL CONTEST. PLS ADVISE SOONEST
IF THESE REQUESTS CAN BE MET.
MANSFIELD

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
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Disposition Approved on Date:
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Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
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Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
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From: TOKYO
Handling Restrictions: n/a
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Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
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Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2033459
Secure: OPEN
Status: NATIVE
Subject: JUMBO QUIZ TV MEDIA TOUR SUMMARY: REQUESS ASSISTANCE FOR TV SHOW FILMING. END JW-7-539. 1. WE ARE FINALIZING PLANS TO SUPPORT
TAGS: ETRD, US
To: COM
Type: TE
vdkgvkey: odbc://SAS/SAS.dbo.SAS_Docs/fcdc7e76-c288-dd11-92da-001cc4696bcc
Review Markings:
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